

Board of Chiropractic Examiners

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**NOTICE OF PUBLIC MEETING****PUBLIC RELATIONS COMMITTEE**

July 17, 2008

Upon Conclusion of the Scope of Practice Committee Meeting

State Capitol

Assembly Room 126

Sacramento, CA 95814

AGENDA**CALL TO ORDER****Approval of the Minutes**

May 7, 2008

Public Comment**Discussion and Possible Action**

- Development of Board of Chiropractic Examiners' Newsletter

Discussion and Possible Action

- Development of Consumer Education Material

Discussion and Possible Action

- Web Site Updates

Discussion and Possible Action

- Contracting for Public Affairs Services

Public Comment**Future Agenda Items****ADJOURNMENT****PUBLIC RELATIONS COMMITTEE**

Frederick Lerner, D.C., Chair
Jim Conran

The Board of Chiropractic Examiners' paramount responsibility is to protect California consumers from the fraudulent, negligent, or incompetent practice of chiropractic care.

A quorum of the Board may be present at the Committee meeting. However, Board members who are not on the committee may observe, but may not participate or vote. Public comments will be taken on agenda items at the time the specific item is raised. The Committee may take action on any item listed on the agenda, unless listed as informational only. All times are approximate and subject to change. Agenda items may be taken out of order to accommodate speakers and to maintain a quorum. The meeting may be cancelled without notice. For verification of the meeting, call (916) 263-5355 or access the Board's Web Site at www.chiro.ca.gov.

The meeting is accessible to the physically disabled. If a person needs disability-related accommodations or modifications in order to participate in the meeting, please make a request no later than five working days before the meeting to the Board by contacting Marlene Valencia at (916) 263-5355 ext. 5363 or sending a written request to that person at the Board of Chiropractic Examiners, 2525 Natomas Park Drive, Suite 260, Sacramento, CA 95833. Requests for further information should be directed to Ms. Valencia at the same address and telephone number.

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**BOARD OF CHIROPRACTIC EXAMINERS
MEETING MINUTES****Public Relations Committee****May 7, 2008****2525 Natomas Park Drive, Ste. 120
Sacramento, CA 95833****Committee Members Present**

Frederick Lerner, Chair
Jim Conran, Public Member

Staff Present

Brian Stiger, Executive Officer
Marlene Valencia, Staff Services Analyst

Call to Order

Dr. Lerner called the meeting to order at 1:56 p.m.

Roll Call

Mr. Conran called the roll. All committee members were present.

Overview of the Department of Consumer Affairs Public Relations Services

Russ Heimerich from the Department of Consumer Affairs (DCA) provided an overview of the Public Affairs Office. DCA develops and distributes several consumer brochures and publications regarding all of the licensed professions within DCA. The Public Office also prepares media spots and responds to reporter questions and inquiries. The office attends over 900 consumer events annually to keep consumers informed. Currently, they are concentrating on media pertaining to the mortgage crisis and unlicensed activity. DCA also designs and develops newsletters for many of the boards and bureaus.

Dr. Lerner stated that the Board needs public relations services through a state agency or contracting with a private organization. Dr. Lerner stated that we need to determine the costs for these services.

Mr. Conran said the state typically uses services provided by other state agencies.

Mr. Heimerich discussed the challenges going out to bid for services including time and costs; however, the creativity may be improved with an outside contract.

Mr. Conran cautioned that contracting outside the state is a headline waiting to happen if something goes wrong with the contract.

Mr. Heimerich stated that DCA has a lot of experience working with regulatory boards and determining what information should be released to the public.

Mr. Heimerich mentioned that most boards use their own staff to write articles for newsletters and DCA provides the finishing edits.

Mr. Heimerich recommended that the Board conduct a communication audit to determine the greatest need.

Mr. Conran suggested that Mr. Stiger consult with DCA to determine costs and options for a full complement of public relations services.

Mr. Heimerich recommended that the board could begin now communicating with licensees through the license renewal process.

Development of Board of Chiropractic Examiner's Newsletter

Dr. Lerner stated that a newsletter is desperately needed to provide information to consumers and the profession. Dr. Lerner mentioned that the newsletter could be sent out in mailers or electronically.

Mr. Stiger stated that he will be working with IT to develop an e-mail subscription list, which will be placed on the board's website. This will be used to communicate important information to licensees and the public.

Mr. Stiger suggested that the committee establish a schedule for the newsletter's distribution.

Dr. Lerner recommended that the newsletter be distributed quarterly because of all the policy changes that have been made.

Mr. Conran suggested that a quarterly newsletter be placed on the web site to save time and money.

Dr. Lerner raised a concern that licensees need to know when regulatory changes are made to ensure they remain in compliance.

Dr. Lerner asked how does the Board notify licensees of regulatory changes. Mr. Stiger answered the Board can notify licensees through web site postings, press releases, and working through associations.

Development of Consumer Education Material

Dr. Lerner discussed the need for the Board to develop consumer education material to help protect the public and provided an example of a brochure the Acupuncture Board developed. Dr. Lerner said the public needs relevant information to make a good decision in choosing a chiropractor.

Mr. Stiger stated Board staff began working with the associations last year on a document that provided tips on how to choose a chiropractor, which would be a good place to start.

Mr. Conran agreed that the Board needs to provide collateral material to the public to assist with consumer education. Mr. Conran recommended that the material be written in different languages and just state the facts.

Kendra Holloway, Life Chiropractic, stated that the Chiropractic Colleges would like to participate in this effort.

Dr. Lerner said he would like to establish a work group to begin working on document.

MOTION: MR. CONRAN MOVED THAT THE BOARD DEVELOP A CONSUMER EDUCATION MATERIAL AND THAT IT BE PRINTED IN DIFFERENT LANGUAGES.

SECONDED: DR. LERNER SECONDED THE MOTION.

VOTE: 2-0

MOTION CARRIED.

Development of Board of Chiropractic Examiners' Seal

Dr. Lerner stated that the Initiative Act authorizes the Board to develop a state seal. Dr. Lerner stated he would like to employ a graphic designer to develop a seal.

Mr. Heimerich stated that DCA has developed logos for other licensing boards and this could be included in the communication audit.

MOTION: MR. CONRAN MOVED THAT THE FULL BOARD CONSIDER DEVELOPING A BOARD OF CHIROPRACTIC EXAMINERS' SEAL.

SECONDED: DR. LERNER SECONDED THE MOTION.

VOTE: 2-0

MOTION CARRIED.

Public Comment

Mr. Conran recommended that the 60 day response to the BSA audit should be placed on the Board's web site for public consumption.

FUTURE AGENDA ITEMS

Mr. Conran asked that the web casting of Board meetings be placed on the agenda.

ADJOURNMENT

Dr. Lerner adjourned the meeting at 2:50 p.m.

MEMORANDUM

Date: July 11, 2008

To: Public Relations Committee

From: Brian J. Stiger,
Executive Officer

Subject: Communications Audit

Following the last Public Relations Committee Meeting, I consulted with the Department of Consumer Affairs' Public Affairs Office to conduct a communications audit to assess the Board's short term public relations needs. The results of the audit revealed the need for the following publications and services:

Publications / Services	Possible Provider	Action Needed
E-Mail Subscription List	Department of Technology Services	Amend existing contract to include development and maintenance.
Board Newsletter	DCA and Board Staff Outside Vendor	DCA: Amend existing contract to include service Outside Vendor: Utilize the state contracting process to secure a qualified vendor
Consumer Publications <ul style="list-style-type: none"> • Board Brochure • How to Choose a D.C. 	DCA and Board Staff Outside Vendor	DCA: Amend existing contract to include service Outside Vendor: Utilize the state contracting process to secure a qualified vendor
Press Releases	DCA and Board Staff Outside Vendor	DCA: Amend existing contract to include service Outside Vendor: Utilize the state contracting process to secure a qualified vendor

Publications / Services	Possible Provider	Action Needed
Licensee Publications Town Hall Meetings Targeted Outreach Materials	DCA and Board Staff Outside Vendor	DCA: Amend current contract to include service Outside Vendor: Utilize the state contracting process to secure a qualified vendor
Develop a Board Logo	DCA Outside Vendor	DCA: Amend current contract to include service Outside Vendor: Utilize the state contracting process to secure a qualified vendor

Board staff is in the process of conducting a market place survey to gather estimated costs of the various publications and services. Once complete, this information will be provided to the committee.

If you have any questions, please contact me.